



CITY OF BRUNSWICK

1 W. Potomac Street • Brunswick, Maryland 21716 • (301) 834-7500

Request for Proposals

Brunswick Branding Project

This is an invitation for proposals from agencies and/or individuals with experience in developing a brand that will capitalize on the City of Brunswick's assets and unique attributes to positively impact all aspects of the local economy.

Project Scope:

- Creation/Development of Brand Image: The proposal should include a recommend plan of action with specific details of a timeline and approach for creating and developing an updated brand for the City of Brunswick based on the market research provided by the Brunswick EDC. The proposal should include:
 - Number of presentation options for tagline, logos
 - Outline of the revision process of tagline, logos
- The proposal should also give thought to general marketing materials incorporating the newly created logo/tagline including press sheets, letterhead, and targeted advertisement

Customer-supplied data

- The City of Brunswick will supply the agency/individual with all of the focus group/market research collected from dozens of sessions conducted with stakeholder and interest groups. **Please request data by sending e-mail to assistant@brunswickmd.gov.**
- Any demographic and population data related to the City and surrounding area will be made available upon request.

The RFP packet should include the following:

- Personnel – Identify the individuals that will complete the project. Include information about their education background, relevant experience and professional certifications.
- Project Approach – Include a detailed narrative that presents the firm's approach to the Project Scope listed above. Identify the deliverables associated with each component of the Project Scope.
- Relevant Experience – Include experience with other local governments, economic development agencies or similar entities. Describe familiarity with Brunswick and/or Frederick County, Maryland.

- **Project Budget** – Include a detailed cost estimate for costs associated with each component of the Project Scope.

Resources

- The City of Brunswick has \$5,000.00 allocated for the work described above. If the perspective bidder determines the requested work cannot be accomplished for the allotted resources, bidders are welcomed to define the resources that they believe would be necessary. The City does not commit to funding above the allotted \$5,000.

Bid response

- Bidders are requested to return a completed bid package to:
Brunswick City Hall
1 West Potomac Street
Brunswick, MD 21716
- Bids should be received by COB Friday, May 4, 2012. Bids will be opened on May 8th at 7:00 pm during the regularly scheduled City Council meeting.+
- **Questions may be directed to assistant@brunswickmd.gov or 301-834-7500, ext. 1.**